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Agenda: Committee on Volunteerism

- I. Committee's relations to similar endeavors.
- II. Possible topics for Committee's consideration or projects for Committee to develop.
 - A. Conferences, training, meetings with private sector
 - o Corporations
 - o Labor unions
 - o Churches and religious organizations
 - o Non-profit associations and agencies
 - o Professional associations
 - o Foundations
 - B. Other governmental roles in volunteerism, e.g., tax and other legislation relating to voluntary associations.
 - C. Use of volunteers to cut costs of presently - operating government programs.
- III. Allocation of responsibilities within the Committee.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

June 17, 1981

*file
voluntarism
Morton
FBI
Gary*

FOR: RICH WILLIAMSON

FROM: GARY BAUER *GB*

SUBJECT: TV Sex and Violence -- Presidential Letter

Background: The issue of violence and sex on television is high on the agenda of many "social" conservatives. A new organization, The Coalition for A Better Television, has been monitoring shows for their sex and violence content and will soon release a list of the worst shows and their sponsors. These sponsors will then be the target of an economic boycott.

Initial reports indicate that many advertisers have become uneasy and are beginning to reevaluate their policies lest they be on the list of offenders scheduled to be released shortly.

Event: On June 16 Procter and Gamble, TV's largest advertiser, announced it has withdrawn sponsorship from 50 network programs this season that do not meet the company's guidelines. Although the company stopped short of endorsing the concept of a boycott to clean up TV (preferring instead cooperation between viewers and advertisers) its Chairman was quoted as saying, "We think the Coalition (For a Better Television) is expressing some very important and broadly held views about gratuitous sex, violence and profanity."

Recommended Action: I believe a letter from the President to the Chairman of Procter and Gamble commending the company for its voluntary action would strike a responsive chord with many of our supporters. As long as the letter does not endorse a boycott, there seems to be virtually no downside risk. In contrast to many of the other social issues which are very controversial, there is a widespread feeling that TV serves up too much programming not suitable for family entertaining. A Presidential letter provides us with a vehicle to reaffirm our continuing concern with "family" issues.

Suggested Draft

Letter to Owen B. Butler, Chairman of the Board of Procter and Gamble.

Dear Mr. Butler:

It has recently been brought to my attention that Procter and Gamble has withdrawn sponsorship from 50 network programs this season because of gratuitous sex, violence and profanity on those shows. I want to take this opportunity to commend your company for this voluntary act.

As I traveled across the country in the recent campaign, I was impressed with the number of people concerned by the type of shows coming into the living rooms of America. Some have suggested that the problem is so severe that government action of some kind is necessary. That idea of course must be resisted in light of our strong commitment to the First Amendment and freedom of speech.

However, there is nothing wrong with a company such as your own attempting to respond to the growing concern by America's parents on the problem of current TV programming. I commend your enlightened policy and hope that other advertisers will be as responsive to the concerns of the public as has Procter and Gamble.

Sincerely,

NYT 6/17

50 TV Shows Rejected By Procter & Gamble

By TONY SCHWARTZ

In the clearest indication that pressure groups may be having an impact on advertisers, the new chairman of Procter & Gamble has acknowledged that his company — television's largest advertiser — was refusing to sponsor shows it regarded as containing excessive sex, violence and profanity.

Owen B. Butler, chairman of the Cincinnati company, which spent \$486.3 million on television last year, said that P. & G. had withdrawn sponsorship for 50 network programs this season that did not meet the company's "program guidelines." Mr. Butler did not name any shows.

Mr. Butler addressed the Academy of Television Arts and Sciences in Hollywood on Monday, two weeks before the Coalition for Better Television — made up of several hundred smaller organizations including the Moral Majority — is to announce a boycott of the sponsors of the shows it deems most offensive.

'Listening Very Carefully'

"We think the coalition is expressing some very important and broadly held views about gratuitous sex, violence and profanity," Mr. Butler said. "I can assure you we are listening very carefully to what they say, and I urge you to do the same."

Mr. Butler stopped short of endorsing the Coalition's plan for a boycott of advertisers. "The problem which they and we believe exists," he said, "must be solved by mutual understanding, and not by confrontation."

"We must be responsible for the programming which we support through our sponsorship, and we must be responsible for the environment in which our commercials appear. We cannot abdicate that responsibility by turning it over to any group, no matter how highly motivated and how well intentioned they are, by permitting our program choices to be dictated by threats of boycott."

The Rev. Donald Wildmon, chairman of the coalition of Tupelo, Miss., said yesterday that he was pleased but not surprised by P. & G.'s position:

"They had guidelines and practices before we came on the scene. They were not a company we were considering boycotting, based on our monitoring. I think Mr. Butler was reflecting

the private sentiments of nearly every major advertiser, because we've talked to them. I think this is just evidence we're being heard, and that our concerns are shared by other people."

Cal Thomas, a vice president of the Moral Majority, also applauded Mr. Butler's speech. "I think," he said, "it's an extremely responsible statement that shows what a major company can do — support and sponsor some programs that represent traditional American values."

Mr. Thomas said that the Moral Majority had received a call from a P. & G. representative last week informing it about Mr. Butler's speech. "He just wanted us to know that the Moral Majority was mentioned, and he said that he did not think we would be offended," Mr. Thomas said.

The issues of sex and violence and the general quality of programming have been an area of growing concern to advertisers, according to Arnie Semskey, a senior vice president of Batten, Barton Durstine & Osborn Inc., the advertising agency:

"Over the past six months, as the coalition has really come to the forefront, I think more advertisers have been talking directly to the networks, and through their agencies, about the quality and content of programs. One of the problems is the intense ratings race between the networks. Sex and violence are used to generate high ratings."

Premium for 'Clean' Shows

Mr. Semskey echoed the belief of other advertising agency executives that advertisers were paying a premium to sponsor shows that were "clean." "It's supply and demand, and the shows that are clean are more in demand," he said. "More advertisers are looking to get involved in these shows out of concern over the Moral Majority and the Coalition for Better Television."

The fall series announced recently by the three networks also reflected a shift from shows with sexual content toward westerns, family situation comedies and crime-fighting action series.

The National Coalition on Television Violence, a group that monitors programs for their level of violence, released its latest report this week and did not include P. & G. among either the 10 heaviest sponsors of violent shows or among the 10 lowest.

March 30, 1981

Dear Mark:

I have read with interest your letter of March 12, 1981, proposing a national commission for the poor. In discussions with Elizabeth Dole regarding this private sector involvement, it was decided that her Office of Public Liaison would be responsible for coordinating a review of this unique undertaking.

In this regard, her office will soon be in contact to convene a meeting as suggested in your letter. Elizabeth will keep me abreast of the proposal's progress.

I appreciate your bringing to my attention innovative ideas such as you've outlined.

Sincerely,

James A. Baker III
Assistant to the President
and Chief of Staff

The Honorable Mark O. Hatfield
United States Senate
Washington, D.C. 20510


JAB:EHD:gws-3/30

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

March 26, 1981

To: Red Cavaney
From: Morton Blackwell 
Re: Attached Memo of Invitation

In addition to conversations with Elizabeth, Mrs. Jepsen, Mr. Coors, Mr. Pittinger, Mr. Oosdyk and Thelma, all of whom are strongly supportive of this program, I have spoken to Ken Cribb in Craig Fuller's office and Dave Nolan in Fred Fielding's office. Cribb and Nolan are likely to be designated by Fielding and Fuller to attend this proposed meeting.

Mr. Baker, Mr. Meese, and Mr. Deaver are all informed and interested in this concept.

Before I sent out the invitations, I wanted to run the idea by you. The three representatives of the Foundation for the Poor (universally agreed to be a unsatisfactory name) are planning to be here unless we have scheduling problems on our end.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

March 26, 1981

TO:

FROM: Morton C. Blackwell

SUBJECT: MEETING REGARDING "COMMISSION FOR THE POOR"

The Office of Public Liaison is hosting a meeting to discuss the possible creation of a volunteer-staffed office in the White House complex which would assist in channeling church efforts into a program involving congregation members directly in assisting the poor.

You are cordially invited to participate, in person or through a staff representative, in an exploratory discussion of this concept in Room 132, OEOB, at 2:00 PM on Friday, April 3, 1981. The meeting should take no more than 90 minutes.

Several senior staff members have expressed an interest in this project, which is being organized by the Foundation for the Poor, headed by Rev. E. V. Hill of California. Many of the most prominent national religious leaders are actively involved. Senator Roger Jepsen and Senator Bill Armstrong are strong supporters of the concept, as are Mr. and Mrs. Joseph Coors.

Those invited to this meeting include:

- Craig Fuller, Director of Cabinet Administration
- Mel Bradley, Senior Policy Advisor, OPD
- Dorcus Hardy (Secretary Schweiker)
- ✓ Mrs. Roger Jepsen
- ✓ Tom Getman (Senator Hatfield)
- Fred Fielding, Counsel to the President
- Thelma Duggin, Dep. Special Asst. to the President
- Robert Pittenger, Foundation for the Poor
- Harv Oostdyk, Foundation for the Poor
- E. V. Hill, Foundation for the Poor
- Morton C. Blackwell, Special Asst. to the President

Please telephone me or my assistant, Tony Benedi, at 456-2657 to confirm whether or not you (or you staff representative) will be able to attend next Friday.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

2. entire copy

October 8, 1981

TO: Diana

FROM: Morton *MB*

RE: Proposed EHD speech on "Joy of Volunteering" in Dallas

This meeting is obviously not worth a special trip to Texas, but it would be appropriate for Mrs. Dole to speak if she were on a swing through that part of the country.

I think it is important that the Office of Public Liaison establish a record of experience and competence in the area of volunteer action, so that we can be available, as it were, to "pick up the pieces" in case other people's efforts (as Red suggests) crash.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

March 30, 1981

TO: Ken Cribb, FYI

FROM: Morton C. Blackwell

SUBJECT: MEETING REGARDING "COMMISSION FOR THE POOR"

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Mrs. Roger Jepsen + GINA BESSEY
Tom Getman (Senator Hatfield)
Fred Fielding, Counsel to the President
Thelma Duggin, Deputy Special Assistant to the President
Robert Pittenger, Foundation for the Poor
Harv Oostdyk, Foundation for the Poor
E. V. Hill, Foundation for the Poor
Morton C. Blackwell, Special Assistant to the President

HERB ELUNGWOOD (FRED FIELDING'S OFC / COUNSEL TO THE PRES.)

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File

MEMORANDUM

*Foundation for
the Poor*

THE WHITE HOUSE
WASHINGTON

April 30, 1981

From: Morton Blackwell *MB*
To: Participants "Voluntary Activity" Discussion Group

This is to serve as a reminder that our group will meet again on Tuesday afternoon May 5th at 4:00PM.

As we discussed at our April 28th meeting the agenda will be the selection of names for the presidential task force and a selection of recommended members for the task force itself.

We agreed to submit suggested titles and members to Diana Lozano in room 128 OEOB (456-6246) by Monday afternoon May 4th so that a complete list could be typed and available for Tuesday afternoon meeting.

cc: Elizabeth H. Dole

ATTENDEES AT WHITE HOUSE
April 28, 1981

James Johnson
Manager, Government Affairs
Xerox
429 L'Enfant Plaza East, S.W.
Washington, D.C. 20024
(202) 554-1771

Jackie Harker
Deputy Director
Office of Volunteer Citizens
Participation, ACTION
806 Connecticut Avenue, N.W.
Room M 907
Washington, D.C. 20525
(202) 254-8080

Carol J. Fraser
Special Assistant to the
Assistant Secretary
Department of Health and
Human Services
Room 309F
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 472-4253

Mrs. Dee Jepsen
Office of Senator Roger Jepsen
110 Russell Senate Office Bldg.
Washington, D.C. 20510
(202) 224-3254

Morton C. Blackwell
Special Assistant to the
President
Office of Public Liaison
Room 128 OEOP
Washington, D.C. 20500
(202) 456-2657

Thelma Duggin
Deputy Special Assistant to
the President
Office of Public Liaison
Room 128 OEOP
Washington, D.C. 20500
(202) 456-7896

Jim Burnley
Director, VISTA
806 Connecticut Avenue, N.W.
Room 1100
Washington, D.C. 20525
(202) 254-7376

Gina Bessey
Office of Senator Roger Jepsen
110 Russell Senate Office Bldg.
Washington, D.C. 20510
(202) 224-3254

Brian Waidman
Office of Senator Bill Armstrong
1321 Dirksen Senate Office Bldg.
Washington, D.C. 20510

Tom Getman
Legislative Director
Office of Senator Mark Hatfield
Washington, D.C. 20510
(202) 224-3753

Diana Lozano
Deputy Director
Office of Public Liaison
Room 128 OEOP
Washington, D.C. 20500
(202) 456-6246

Herbert Ellingwood
Deputy Counsel to the
President
Room 115 OEOP
Washington, D.C. 20500
(202) 456-2393

Melvin C. Bradley
Office of Policy Development
Room 216 OEOP
Washington, D.C. 20500
(202) 456-6560


MEMORANDUM

THE WHITE HOUSE

WASHINGTON

March 30, 1981

TO: Thelma Duggin

FROM: Morton C. Blackwell 

SUBJECT: MEETING REGARDING "COMMISSION FOR THE POOR"

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Thelma Duggin, Deputy Special Assistant to the President
Robert Pittenger, Foundation for the Poor
Harv Oostdyk, Foundation for the Poor
E. V. Hill, Foundation for the Poor
Morton C. Blackwell, Special Assistant to the President

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EAST BROOKLYN CHURCHES

c/o OUR LADY OF THE PRESENTATION

1661 ST. MARKS AVENUE BROOKLYN, NEW YORK 11233

FROM: East Brooklyn Churches
c/o Harley Hotel
East 42 Street

PHONE: 498-4095

For release after 10 A.M., Tuesday, June 29

A coalition of churches has offered to rebuild the devastated areas of Brooklyn. The Nehemiah Plan, "to build the new upon the old," was announced today at a conference for the press and community leaders at the Harley Hotel.

The initial program calls for the immediate construction of a minimum of 1,000 single-family, owner-occupied homes on burned out and vacant city-owned land and a three-year goal of 5,000 homes, comprising a new, stable neighborhood.

A two-bedroom home would be offered at \$40,000, with three- and four-bedroom homes scaled higher. The homes would be priced from 25% to 40% under the current market.

The sponsors have offered to provide \$12 million of free working capital to eliminate the high cost of construction financing, estimated at 7% of total construction cost. Other economies will come from the size of the program and the use of present streets, sewers and utilities.

The Nehemiah Plan, presented in words, charts and pictures at the conference, is named for the Biblical prophet who rebuilt Jerusalem. It is part of the program of East Brooklyn Churches an affiliate of the Industrial Areas Foundation. Thirty-five churches and their members are dues-paying participants.

Bishop Francis J. Mugavero of the Brooklyn Diocese of the Roman Catholic Church has served as the principal spokesman for the program in discussions with Mayor Koch. He reported, "There has been a positive response from Mayor Koch and the details are being worked out."

Other active church leaders in the effort are: Witcher, Sell, Youngblood, Williams, and Heinemeier.

The working capital funds will be loaned for five years without interest and will be revolved as homes are completed and occupied. Representatives of contributing organizations will serve as trustees of the fund.

The city is to refurbish subway stations serving the re-developed area and provide the maximum tax abatement for low-cost housing available under existing law. Anthony B. Gleidman, Commissioner of Housing Preservation and Development, is coordinating the city's effort on behalf of Mayor Koch.

Model homes will be erected and a sales program started as soon as building permits can be obtained. The contractors will be required to complete the first 1,000 homes within one year and to employ minority sub-contractors. Preliminary testing indicates very strong demand for the houses.

Several large, vacant or nearly vacant, city-owned sites taken after abandonment or for non-payment of taxes are being considered for the first 1,000 homes in the East New York - OceanHill - Brownsville area.

In its presentation to City and State officials, East Brooklyn Churches has stressed the necessity to build stable new neighborhoods of home owners large and strong enough to resist peripheral decay. Small projects in deteriorating neighborhoods, the organization believes, are unattractive to families who want healthy neighborhoods as well as new homes.

East Brooklyn Churches stressed that no final commitment has been obtained from Mayor Koch but that negotiations are progressing satisfactorily. The churches have submitted evidence of financial responsibility and of the ability of experienced builders to produce the work at the contemplated price. Although prior to 1965 home building programs of 1,000 or more units were common, large new communities have not been built in recent years. The size of the initial program is still being discussed. The church group wants a minimum of 1,000 homes in the first group.

East Brooklyn Churches is planning an outdoor meeting on Sunday, July 25, at 2:00 PM, to hail the program. Parishioners will walk with their pastors from their churches to where they will hear the latest word on the Nehemiah Plan.

Edward Chambers is director of the Industrial Areas Foundation which sponsors community action groups in many cities. Michael Gecan, of the Foundation's national staff, manages the program for East Brooklyn Churches. I. D. Robbins, a New York and New Jersey home builder, has served as advisor in the development of the housing program.

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CHALMERS P. WYLIE, OHIO

JAMES K. GALBRAITH,
EXECUTIVE DIRECTOR

Congress of the United States

JOINT ECONOMIC COMMITTEE

(CREATED PURSUANT TO SEC. 5(a) OF PUBLIC LAW 94, 78TH CONGRESS)

WASHINGTON, D.C. 20510

ROGER W. JEPSEN, IOWA,
VICE CHAIRMAN
WILLIAM V. ROTH, JR., DEL.
JAMES ABDNOR, S. DAK.
STEVEN SYMMS, IDAHO
PAULA HAWKINS, FLA.
MACK MATTINGLY, GA.
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WILLIAM PROXMIRE, WIS.
EDWARD M. KENNEDY, MASS.
PAUL S. SARBANES, MD.

*Foundation For the
Poor
file*

May 4, 1981

Mr. Morton Blackwell
Special Assistant
Office of Public Liaison
The White House
Washington, D. C. 20500

Dear Morton:

Per your request, I am submitting a number of suggested names for the new volunteer effort. I have not listed any additional names as committee members since I am sure that an extensive list will be available from the various sources of input. I would suggest that extreme care be given to the selection of persons to serve in this capacity. Careful screening is needed to insure that the committee does not become a forum for debate. Rather, it should be a forum for creating dialogue as to the best manner in which to implement the purposes of the President's new program as spelled out in the charter.

In creating this new Presidentially established Task Force to deal with the concerns of the poor and the needy, I believe it is of utmost importance that the original concept is not abandoned or undermined. While I totally agree with broadening the scope of interests represented on the committee, I feel it would be an error to completely divert the thrust of this committee away from spiritually motivated involvement to one solely promoted by business and private enterprise.

There are several reasons for my thinking. First, there was a tremendous upsurge of involvement in the political system this last election -- most of it in strong support of President Reagan, and coming from the most evangelical and fundamental church members. This is a ready force which needs the encouragement and leadership inspiration of the President and support by Christian leaders on the task force. This will do two things. It will help get the job done by aiding the poor and needy across the country. It will, in addition, politically offset some of the criticism emanating from the liberal press and pundits in an attempt to demean the political activities of the conservative Christians. It will, also, permit the President to obliquely give some spiritual leadership to this nation, which I feel it so sorely needs and hungers for.

Morton Blackwell
Page 2
May 4, 1981

Secondly, it would be a mistake to place any one business, or religious group for that matter, in control of this Task Force. If we are striving to lessen, or eliminate government control of many of the areas which involve people and their needs we would not replace that with business control or solitary religious control. It would not be wise for the success of this project and would present a political liability as well. The President and the Administration should maintain essential control over the structure and the functioning of this project since it will have great political significance.

Morton, the time could not be riper for an encouragement of volunteerism. I look forward to working with you on initiating this project.

Please find attached a list of suggested names for the Task Force.

Sincerely,



Dee Jepsen

DJ:vb

THE WHITE HOUSE
WASHINGTON

file
PS I
Task Force

Morton -

I am rty of Sneyk
today about the enclosed -

The Task Force is getting
together - rty Oct 5
if I'd like your comments
about the content of the
proposal - Thanks

J

PSI
Task
Force

RELIGIOUS TASK FORCE WORKING PAPER

The Context DRAFTED BY Rabbi Siegel

A new era is coming over America. In many areas declining sources of revenue have made it increasingly difficult for local governments to fund the programs to which our citizens, particularly the disadvantaged, have become accustomed. The federal government to which many localities have looked for help, in the past, is also beginning to limit its funding for human services programs. There is reason to believe that this trend will continue.

Therefore, those who wish to see our quality of life maintained, particularly for the disadvantaged, need to look for new ways in which the quality of service can be continued with lower levels of government funding.

Rather than a problem, this decline of available public sector resources could be seen as an opportunity to look for new and better ways in which to provide for the needy and disadvantaged.

A look at history might be instructive. At first these types of concerns were solely the responsibility of the private sector. For about fifty years we have seen an increasing role for government. While the role of government as provider for the needy has dramatically improved the quality of life, it has created some difficulties of its own.

Large self-perpetuating organizations have had to be set up to administer the programs. This has diminished the personal and flexible approach of the former system. No one wishes to go back to past ways. It is possible, however, that after fifty years a new kind of mixed approach may be desirable. This would still make available some of the revenues of the tax base for the disadvantaged; but, it would try to coordinate government programs with local local private sector institutions providing some of the flexibility, initiative and individuality available through them.

In short, we could make the best of both worlds, serving the disadvantaged better and more cheaply. To do this there need to be new kinds of alliances between public and private sector groups, and thinking about new ways in which their needs can be met.

Public-Private Sector Partnerships

The President's Task Force on Private Sector Initiatives is trying to begin the process of developing these new kinds of partnerships.

In this effort, the religious community can play a crucial role. It is widely recognized as the place where much of the concern for the disadvantaged began and remains. Its years of experience in the field and its deep concern for the disadvantaged, make it the natural vehicle through which other groups in the nation such as -----business, education and government-----can look at possible new approaches.

The process could work this way:

The religious leadership in a community would take the initiative in calling together a broadly based group, including representatives of business, government and volunteer agencies to look at the programs for human services in their community. Areas of concern would be identified and groups established to look at new ways in which the needs that were identified could be met.

This approach would also help to deal with the immediate problem facing many religious human service efforts, namely----- the difficulty in funding existing programs which have been heavily dependent on federal government financing.

Alliances with other groups could discover alternative sources of funding; and make it possible for various private sector groups to provide skills, personnel, support services, as well as office and work space as needed. These partnerships could create ways in which service could be enhanced and costs decreased. Each community would be able to decide its own priorities and develop its own unique approach to its own needs. While a certain amount of sharing between the public and private sectors goes on at present, this approach would give it more impetus and structure.

This approach would change the usual way in which community concerns have been approached. People would take responsibility for the quality of life in their community and would retain control over the way it is developed. Government would play a supportive, but not controlling role.

As a result of this joint effort, the existing religious networks would have the support of the business, education and government in new ways. The programs would benefit from a mix of support and expertise coming from within the community served. The community would set its own priorities which the public sector could support rather than the other way around. This process has begun in a number of communities.

Because partnerships would be able to allocate resources as they are needed, they would avoid the tendency of individual groups to seek mainly their own funding. The emphasis would be on perceived community need rather than organizational ones. A number of existing groups could be brought together to work on one particular urgent needed project. Duplication of efforts between public and private sector groups, as well as between various agencies could be avoided. These would also be an opportunity for the religious groups to look toward more cooperation among themselves on human service concerns. The goal of all this being to maximize service by making it as flexible, and responsive, and as low cost as possible.

Another kind of cooperation this approach could encourage is geographic, particularly between the more and less affluent parts of a particular community. Religious networks almost always overcome the geographic distinctions of class and wealth. The partnership process could accelerate that trend.

Finally, the partnership process would stimulate new ways of looking at the long time concerns of how a society copes with its less fortunate. This issue has been with mankind since the earliest biblical times. We, as a religious community, have an historic opportunity to devise the means through which our divine obligation to "care for the widow, the needy and the orphan" is translated into the new times in which we live, and our children will inherit.

Using the existing religious regional and local networks, the

following process could be followed:

1. A small group of the key religious leadership concerned with social service issues would be formed on an inter-faith basis. They would seek to deal with issues of inter-religious cooperation.
2. This group would then approach the appropriate leadership in the government, business, volunteer and education sectors of their community.
3. Working within a set time limit, this group would survey the impact of changed patterns of government funding on human services and develop priority of needs. They would then set up groups to look at the priority areas and develop ways in which they could be met through cooperation of all groups represented. From this process, there would hopefully emerge a commitment on the part of the participants to implement a program to deal with the needs they have discovered.
4. The implementation process would be monitored and continued by this original group, or an on-going group it establishes.
5. To encourage this process, initial challenge grants could be sought from interested parties in the public or private sectors. A number of communities have begun this process. Their experience could provide guidance to the program. Further participation by the religious community can expand the process and provide more information on how it can be accomplished.

The institutional structure of the national religious groups would be used to encourage this process and support it with technical assistance. An on-going national group would meet periodically to monitor progress and provide guidance.

What Can Be Done Now

1. National religious organizations can become informed of the possibilities for public, private sector partnership, and inform their local and regional groupings. A staff member could be especially assigned to this task.
2. Denominational publications could carry articles on public and private sector partnerships, and models of effective ones could be presented.
3. Special regional and local meetings could be held to explain the process, and encourage participation by local and regional groups. Clergy could be given special training in initiating and developing public, private sector partnership.
4. National meetings could hold workshop sessions; as well as having speakers at the planary sessions.
5. Groups that already have initiated projects could expand----- particularly through encouraging reaching out to other religious organizations in their community.
6. Existing religiously related service agencies should be encouraged to initiate partnerships to preserve and potentially improve the quality and quantity of the service they offer.
7. A committee of religiously based social service agencies could meet under the sponsorship of the President's Task Force to coordinate efforts.

RELIGIOUS LEADERS

Harry Hollis
Christian Life Mission
Southern Baptist Convention
460 James Robertson Parkway
Nashville, TN 37219

Mr. Hal Smith
Executive Director
Associated Catholic Charities
230 Cheshire Road
Severna Park, MD 21146

Rev. William Toohey
c/o Archbishop of New York
1101 First Avenue
New York, N.Y. 10022

Dr. William C. Howland
National City Christian Church
14th and Thomas Circle, N.W.
Washington, DC 20005

Ellen Whitman
Council of Jewish Federation,
Inc.
227 Massachusetts Avenue
Washington, DC 20002

President Jon M. Huntsman
Washington, DC Mission
7504 Box Elder Court
McLean, VA 22102

World Vision
1919 W. Huntington Drive
Monrovia, CA

Rev. Harold Massey
and Society

Colonel Ernest A. Miller
Salvation Army
1025 Vermont Avenue N.W.
Washington, D.C 20005

The United Methodist Church
100 Maryland Avenue, N.E.
Washington, DC 20002

Volunteers in America
3939 N. Causway
Metairie, LA 70002

Mr. Tom Neese
Community of Hope
1417 Belmont Street, N.W.
Washington, DC 20009

Mr. John Buchanan
5619 Newington Roak
Bethesda, MD. 20816
Southern Baptist Convention

Ms. Mary Jane Patterson
United Presbyterian Church
Ministries of Health,
Education & Social Justice
475 Riverside Drive
New York, NY 10027

Rev. Demetrios Recachinis
Greek Orthodox Church of
Saints Constantine & Helen
4115 16th Street, N.W.
Washington, DC 20011

Rev. Kenneth C. Senth
Director
North America
Lutheran Church in America
231 Madison Avenue
New York, N.Y. 10016



file

Citizens For A New Beginning

HOLLY COORS-CHAIRWOMAN, L. DUANE WOODARD-CHAIRMAN, PAT SEAWRIGHT-EXECUTIVE DIRECTOR

UNION EXCHANGE BLDG., 8933 E. UNION, SUITE 270, ENGLEWOOD, COLORADO 80111

TELEPHONE (303) 773-2807

also: (303) 694-0700

Mr. Morton Blackwell
Presidential Assistant
The White House
Washington, D.C. 20500

June 14, 1981

Dear Morton,

Thank you for coming to my rescue when I called the other day re a speaker for LULAC. Al was most gracious and helpful and agreeable. However, as I wrote him, I found I was being used between several groups and felt it best that we bow out of the whole situation. I was angry and disappointed at the time; there are many things about this political game that I don't like! However, I only hope I didn't cause Al any inconvenience. As far as I know they don't have a speaker yet, and if they go to him, fine, but I was between a rock and a hard place which I'll explain at a later date.

Enclosed please find a letter which I have sent to the President (blind copy). I hope it is in accordance with your thinking. We had a meeting of "The Foundation For The Poor" last week in Dallas, and the Executive Committee urged me to write the President. I really believe it must be God-centered men and women who can make this program fly. Just a "business-free enterprise group" is really not enough. Wouldn't it just be great if this could actually take off ?!!! We could do it!

Morton, I do thank you for all you are doing. We are grateful for the delicious Luncheon you treated us to. It was a most special occasion for Joe and me. And, also, thank you for arranging for us to meet with Mrs. Dole..she is most charming.

Keep in touch. Let me know if I can do anything out this way. Joe is en route to Washington....meeting with the special task force om Arts and Humanities.....

All the best always,

holly

hc

*File
Foundation for the
Poor*

From Morton Blackwell

Names for Presidential Task Force on Volunteers for the Needy

Robert Kriebel--Chairman of Board, Loctite Corporation

Richard Mellon Scaife--publisher, philanthropist

Dick Larry--Director, Scaife Charitable Trust (expert on non-religious
charitable activity)

Mike Valerio--President, Papa Gino's Restaurants (Reagan Finance
Chairman of Massachusetts)

Jerry Guth--Assistant to the Chairman of the Board of Armco Steel
(business community organizer for the U.S. Chamber)

Carol Fraser's Suggestions:

1. Chairman, United Way of America
2. Representatives of youth oriented groups such as the Girl Scouts and Boy Scouts
3. Religious groups, such as Catholic Charities, Episcopal Church of America, etc.
4. Representatives of Service organizations, such as Lions Clubs, Junior League, Pilot Club, Kiwanis, etc.
5. Organizations representing handicapped, such as Mental Health Association, National Federation for the Blind, National Association of Retarded Citizens
6. Miscellaneous organizations, such as Urban League, NAACP, United Neighborhood Settlements of America

from dice japan

PROPOSED NAMES FOR TASK FORCE

Task Force on Private Assistance to the Needy

Americans SHARE

Americans RESPOND

acronym (Responsible Efforts to Serve the Poor Or Needy Directly) or (Reaching, Enriching, Serving the Poor or Needy Directly)

Operation HOPE

acronym (Helping Overcome Poverty Effectively)

American VISION

acronym (Volunteers In Services Involving Our Needy)

Project U S A

acronym (United Serving Americans) or (United Serving America) or (United In Service to Americans) (United in Service to America)

Project Compassion

Operation Concern

Project Good Samaritan (Would this offend Jewish community?)

Operation Good Neighbor

Project Neighbors Helping Neighbors

Project Golden Rule

Operation Reach Out

Reach Out, America

Operation Good Will

Operation Neighbor to Neighbor

Project Help Your Neighbor

Operation Give a Hand

Operation Lend a Hand

PROPOSED NAMES FOR TASK FORCE (cont)

President's Volunteer Foundation for Encouragement of the
Needy

Task Force on People Helping People

Counsel on Volunteer Aid to the Needy

SUGGESTED COMMISSIONERS
MARK O. HATFIELD

1. Dr. John Perkins - Voice of Calvary, Mendenhall, Miss.
2. Mr. Jame Rouse - Developer, Columbia, MD.
3. Dr. Armand Nicoli - Student Health Services, Harvard, Concord, Mass.
4. The Rev. Bill Leslie - Circle Church, Cabrini Green, Chicago, ILL.
5. Sister Lucy Polon - HOME Cooperative, Orland, Maine
6. Dr. Ozzie Edwards - Harvard sociologist, School of Education, Cambridge, MA
7. Mr. Bob Lewis - Director, Metamorphosis, New Gretna, NY (prison)
8. Mrs. William (Tako) Dwyer - social worker, South End, Boston, Mass.
9. Mr. Herb Alpert - President, AM Records, Hollywood, Calif.
10. Mr. Robert Baldwin - President, Morgan-Stanley, New York, NY
11. Mr. Ed Ney - Young and Rubicam, New York, NY
12. Mr. Wayne Alderson - Management Consultant, Pittsburgh, PA
13. Ms. Gretchen Haas - Speech-Hearing Therapist, Hamilton, Mass.
14. Mr. Verley Sangster - Young Life Urban Director, Chicago, ILL
15. The Honorable Caesar Ciersnos - Mayor, San Antonio, TX
16. The Honorable David Kenyon - Federal Judge, Los Angeles, Calif
17. Mr. Roosevelt Grier - Investments, Los Angeles, Calif.
18. Mr. John Staggers - Director, One Ministeries, Washington, DC
19. The Rev. Donn Moomaw - Senior Minister, Bel Air Presbyterian, Los Angeles
20. Dr. Ted Engstrom - VP, World Vision, Inc. Monrovia, Calif.
21. A person from Jess Jackson's organization (not Jackson)
22. A person suggested by Hispanic Caucus
23. Mrs. John (Carolyn) McMillian - Salem, Oregon
24. Dr. James Dunne - Executive Director, Baptist Joint Committee, Washington
25. Mr. Mel King - Community organizer, Boston, Mass

From Tom Getman, Senator Hatfield's office
Additions to List:

Ted Watkins
Watts Action Committee
Los Angeles, California

Harold Yee
Asia, Inc.
San Francisco, Calif.

Dr. Sybil Mobley (Rural Community Development)
Dean
Florida A&M
Tallahassee, Florida

Thelma Duggin's suggestions:

Constance Newman, President Newman & Hermanson (Research Firm)
Former Director, VISTA, Former Deputy Secretary HUD, Team
Leader CSA Transition

Roger Semerad, President, Semrad & Associates, Chairman of
the Board 70001

John McNeill, President, McNeill & Associates

Ben Andrews, Director, Upper Albany Community Development
Former Congressional candidate

Bishop William Smith, Presiding Bishop, First Episcopal
District

Dr. Leonard Spearman, President, Texas Southern University

Rev. Henry Delaney, Pastor, Detroit, Michigan

Commissioner Virgil Brown, Cuyahoga County Commissioner, Ohio

Lionel Hampton, World renowned musician

Kenneth Smith, President, Jobs for America's Graduates, Inc.

Jim Johnson's suggestions

Roger Staubach, former Dallas Cowboys Quarterback
Dallas, Texas

Coleen Townsend Evans
Washington, D.C.

Ted Engstrom
Monrovia, Calif.

John Perkins
Jackson, Mississippi

Robert Vernon
Deputy Chief of Police Los Angeles, California

Thomas Phillips
Chairman, Raytheon Corp
Boston, Mass.

Donald Seibert
Chairman, J.C. Penney
New York

Hon. George Romney, Former Governor
Detroit, Michigan

John Filer
Chairman of the Board, Aetna Insurance Corp.

Hon. Daniel J. Evans
Former Governor Washington State

Dr. Landrum Bowling
Former President, Lily Foundation
Indianapolis, Indiana

Kenneth Dayton
President, Dayton Hudson Dept. Stores
Minneapolis, Minn.

Dr. David McKenna
President, Seattle-Pacific University
Seattle, Washington

Mr. James Cudney
Board member of CARE

Robert Moffitt
V.P., Food for the Hungry
Phoenix, Arizona

Jim Johnson's suggestions for name:

The President's Task Force on Americans Volunteering

President's Voluntary Community Services Task Force

President's Volunteer Services Task Force

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

April 30, 1981

From: Morton Blackwell *MB*
To: Participants "Voluntary Activity" Discussion Group

This is to serve as a reminder that our group will meet again on Tuesday afternoon May 5th at 4:00PM.

As we discussed at our April 28th meeting the agenda will be the selection of names for the presidential task force and a selection of recommended members for the task force itself.

We agreed to submit suggested titles and members to Diana Lozano in room 128 OEOB (456-6246) by Monday afternoon May 4th so that a complete list could be typed and available for Tuesday afternoon meeting.

cc: Elizabeth H. Dole

ATTENDEES AT WHITE HOUSE
April 28, 1981

James Johnson
Manager, Government Affairs
Xerox
429 L'Enfant Plaza East, S.W.
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(202) 554-1771

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Assistant Secretary
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Mrs. Dee Jepsen
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(202) 224-3254

Morton C. Blackwell
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Thelma Duggin
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Brian Waidman
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Washington, D.C. 20510

Tom Getman
Legislative Director
Office of Senator Mark Hatfield
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Diana Lozano
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Office of Public Liaison
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Herbert Ellingwood
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President
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Melvin C. Bradley
Office of Policy Development
Room 216 OEOB
Washington, D.C. 20500
(202) 456-6560

DEE JEPSEN
DIRKSEN SENATE OFFICE BUILDING
WASHINGTON, D. C. 20510

*File/Foundation
For the Poor*

May 22, 1981

Mr. Morton Blackwell
Special Assistant
Office of Public Liaison
The White House
Washington, D. C. 20500

Dear Morton:

Since our conversation I have had much discussion with my husband and have given prayerful consideration to the possibility of my serving the Administration in the proposed President's Project SHARE.

As you know, my initial involvement in the proposal of this project was based upon my deep interest, without any thought that I might have an ongoing role.

At the outset, let me express my appreciation for the vote of confidence extended to me by those who have urged my appointment as executive director. The recommendation came as a complete surprise and required personal reflection on my part, taking into consideration previous commitments which I have and the active role which I play in my husband's Senate office.

I have come to the decision that, with a few "givens" being agreed upon, I will make myself available for consideration for the position of executive director, or some comparable title, dependent upon the structure which is drawn.

The "givens" to which I refer are:

1. That I would have time flexibility in fulfilling the responsibilities in the position, allowing me to retain a minimal oversight role in my husband's office. Much of this would probably take place in what are considered "after hours" in the private business world.
2. That I could design my efforts in the Project to include personal contacts, information gathering tours, and appearances to coincide

Mr. Morton Blackwell
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with my husband's travel during Senate recess periods, when at all possible. I have worked with Roger and it is well known, and appreciated in Iowa that we ran as, and work as, a "team." I would not want to lose that image or completely remove the support that I have been able to be to him.

3. That consideration be given to my future visibility and support of the revised Family Protection Act, which Roger is introducing this year. Senator Laxalt is moving from sponsor of last session's bill to chief co-sponsor this year, due to his increased time commitment to the Administration. I have had much involvement and input in the revising of this new bill. The Administration supports the basic intent and philosophy incorporated with the Family Protection Act. However, though the bill has undergone major revisions and many of the technical problems have been corrected, it will be a controversial piece of legislation. It will raise the ire of liberal elements in government, the liberal press, and various liberal organizations -- even though it will be much more palatable than the original bill. My public efforts could be less than I am anticipating, but Roger will be very much out front.

Morton, I feel that I should list for you my strengths and weaknesses, as I see them, to be weighed as my qualifications are reviewed.

First, on the negative side. I do not have a college degree nor a large portfolio of business and civic achievements. My involvement in organized volunteer efforts is also limited, since I have spent the best part of over twenty years in home management -- raising six children and supporting my husband's activities.

However, on the plus side of the ledger. I have garnered over the years a great deal of experience and managerial skills from being just that -- a home manager and a special

Mr. Morton Blackwell
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assistant to a very active politician and business man. Outside our home I have served as an officer in various organizations, including the Reserve Officers Women's group. By taking an active role in numerous campaigns over the years (from the days of Goldwater) I have learned to organize and work with a variety of people. I served as Republican co-chairman of our county in a winning election in 1966, organizing and operating the first "get out the vote" telephone bank in Iowa. I have assisted my husband in campaign strategy and have done a great deal of public speaking and press interviews. I co-founded and served as president of a successful career apparel company. I am an artist, studying four years in our home area. I have performed with a Christian women's theatre troupe. My Christian activities have involved me with counselling and assisting others in a variety of ways. I served as a volunteer at a local hospital and as a member of the board of trustees for a conservative fund.

Since coming to Washington, because of my office involvements, I have become well acquainted on the Hill. I have spoken before numerous Christian and political groups and write a monthly column for newspapers in Iowa. Additionally, I write various statements and speeches for my husband's use.

At the request of the Republican National Committee, I spoke to groups of Moral Majority ministers in the mid-west during campaign 1980. Roger and I have appeared on national Christian television and have been interviewed by Christian radio and publications. We also have a number of strong friends within the national Jewish community, partially due to our support of the nation of Israel and our assistance and concern for persecuted Russian Jews. I have consequently become acquainted with a wide range of religious leaders in this country. In addition, if it might be of help to you, I have on file a top secret security clearance.

In culmination, I represent the typical American voter, as determined by the surveys of our mutual friend, Mr. Art Finklestein. The typical voter is a 48 year old white, conservative, Anglo-Saxon, protestant female -- that's me!

Mr. Morton Blackwell
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One of my strong suits has always been the ability and desire to get along with people and to bring them together. This will be a necessity in this work, as I view it.

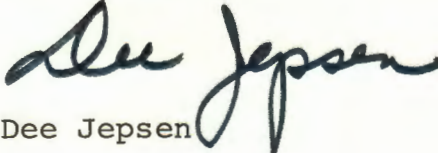
Morton, I concur with Senator Bill Armstrong that Dr. E. V. Hill would be the perfect choice for chairman of this project and that Mr. Robert Pittenger, who brought this idea to all of our attention, should serve in some major capacity -- ideally deputy director.

As we have discussed previously, I would again stress the need to assure that the form this project takes in no way abandons the original concept of encouraging the religious community to become involved in meeting the needs of those within their own community, working through the "in-place structure" of the churches and synagogues. Though it is wise and practical to expand into the business and corporate field, this in no way is incompatible with President Reagan giving leadership in promoting the spiritually-motivated Christian and Jewish community to assist their brothers and sisters in need.

It is equally important that those selected for appointment to the President's Task Force come with the proper spirit. This committee should share, with a common commitment, their expertise and/or their influence to support the President. This must not be a forum for debate -- rather dialogue and assistance. This effort must in no way politically endanger the President and his program.

I look forward to hearing from you as this matter progresses.

Sincerely,


Dee Jepsen

DJ:vb

cc: Herb Ellingwood
Dr. E. V. Hill
Senator William Armstrong